

**SYSTEM AND METHOD FOR THE CREATION AND AUTOMATIC DEPLOYMENT  
OF PERSONALIZED, DYNAMIC AND INTERACTIVE VOICE SERVICES, WITH  
INTEGRATED INBOUND AND OUTBOUND VOICE SERVICES**

### **Abstract of the Disclosure**

This invention relates to a system and method for providing inbound and  
5 outbound voice services. The invention may be used in conjunction with a system for the  
creation and automatic deployment of personalized, dynamic and interactive voice  
services, including information derived from on-line analytical processing (OLAP)  
systems and other data repositories. More specifically, the invention enables  
personalized delivery of (outbound calling) and accessing of (inbound calling)  
10 information in real-time, via natural language voice communication with a voice-enabled  
terminal device.

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